

# FLORIDA

## EAST COAST HOTELS

FLAGLER SYSTEM

### Court of the Ponce de Leon—St. Augustine

These world-famous hotels announce the opening of their hospitable doors to their many friends in the social and commercial world. The sunny, palm-fringed shores of Florida's East Coast welcome you this winter with the gayest of life, every sport and pastime, luxury and comfort.

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ALCAZAR *Opens December 15th*

Mr. William McAuliffe, Manager

PONCE DE LEÓN *Opens January 6th*

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ORMOND on the Halifax *Opens January 7th*

Mr. John W. Greene, Manager

#### PALM BEACH

ROYAL POINCIANA *Opens January 15th*

Mr. H. E. Bemis, Manager

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Mr. Leland Sterry, Manager

#### MIAMI

ROYAL PALM *Opens January 1st*

Mr. Joseph P. Greaves, Manager

#### LONG KEY

LONG KEY FISHING CAMP *Opens January 1st*

Mr. L. P. Schutt, Manager

Sea Bathing, Golf, Tennis, Finest in the World—and the gayest of companions.

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**FLORIDA EAST COAST HOTEL CO.**

243 Fifth Avenue, New York City



LONG KEY FISHING CAMP

